

NEW YORK, SUNDAY, AUGUST 3, 1902.—Copyright, 1902, by The Sun Printing and Publishing Association.

FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER & CO.

Clearing Sale of Men's Shirts.

\$1.50 and \$2.00 Negligees Reduced to 95c.

The shirt opportunity of this summer. The fact of the matter is, the cool summer has decreased the demand for negligee shirts. We have more than we should have, and make some sweeping reductions to clean up. The offer is the best made in this city.

Shirts are all new, made expressly for us by a maker of high grade shirts, and are exactly the same styles and qualities as we have been selling in our regular stock at \$1.50 and \$2.00. They are of excellent madras in some of the prettiest stripe and color combinations. Plaited and plain front, full proportioned and well finished. Mostly cuffs attached, though some have separate cuffs. The sizes are 13½ to 17. ALL AT 95c. EACH.

75c. Negligees Reduced to 39c.

In this lot for quick clearance are 650 splendid madras shirts with separate cuffs. They come in pretty dark stripes, strongly and well made, and the colors are such that they will give excellent satisfaction in the wear and tear that washing gives them.

Sizes are 14 to 17; not all sizes in each color and stripe combination, but the earliest to the counter is sure to get the size and color he desires.

Boys' Washable Suits.

98c. for Real \$1.50 and \$3.00 Sailor Kinds.

Every suit a splendid one, carefully tailored and trimmed—the materials are the serviceable kinds that will stand any amount of trips to the tub. The blouses are full and perfect fitting. Every detail about these suits is correct, and they will launder and wear satisfactorily. The fabrics are plain and stripe effects; slightly handsome suits; sizes, 3 to 10; all at 98c. each.

39c. for Boys' 50c. and \$1.00 Blouses.

Splendid summer blouses these. White Madras, prettily trimmed, sizes 3 to 8, with sailor collar; colored percales, small size, with sailor collar; large sizes, 6 to 15, with small collar, pearl buttons, excellently made and perfect fitting, regular 50c. to \$1.00, at 39c. each.

BOYS' STRAW HATS—Regular 98c. to \$1.29, 39c.; regular \$1.59 to \$2.00, 59c.

Men's Outing Suits.

Our Regular \$10.00 Suits at \$6.95.

And two hot months to come in which the wearing comfort got from such suits will pay you more than double the price. We offer our regular \$10.00 coats and trousers of light weight fabrics at \$6.95, tailored in the most thorough manner. The colors are light and dark, and we can fit you perfectly.

Frederick Loeser & Co.

BROOKLYN.

Forests of Newest Furniture.

A Vast August Sale That's Different. Real Economies Touching Every Need.



To those who are unacquainted with the Loeser Furniture and the advantages of the Loeser individuality in merchandising, the multiplicity of August Furniture Sales—each one presenting offers that have no equal anywhere—may well cause bewilderment and scepticism. To the majority of the Brooklyn public, however, our annual August sales and the reason for them are so well known that the mere announcement is electrical and brings a never-to-be-forgotten response—doubling up with the store's yearly growth and ever-widening acquaintance. This is particularly evidenced by our unequalled sales of the week just passed. To others we want to emphasize some reasons why we know that more people can be benefited to a larger extent by purchasing here than anywhere else.

ONE REASON—The furniture is not the so-called sales furniture made for quick clearance, but regular goods made by the most reputable manufacturers who are creating for the future and who build knowing that time is the test of quality—furniture that has an individuality about it far removed from the ordinary kinds.

ANOTHER REASON—The price concessions are so extensive that there is not an article you may need in Furniture, from the simplest chair up to the most elaborate parlor suit, that you can't buy now at very much lower prices than during the regular season—in fact, in many cases, half price.

AND ANOTHER REASON—It is the individual that we aim to satisfy and permanently please. Your own particular needs must be satisfied, whether we do a large volume of business or not. If a mistake is made it will be quickly rectified—if the purchase doesn't make you perfectly happy when it reaches your home we will cheerfully take it back.

Choose whatever you may fancy, every piece here has our guarantee—it is Loeser furniture. And every day will add something new, so that it matters not if you come here a dozen times, a change of scene will meet you. For instance, for to-morrow have just arrived

125 Newest Couches at \$5.95 to \$46.00, Regular \$7.50 to \$65.00.

A full sample line from one maker—the most unique and newest patterns this year—upholstered and covered with the prettiest materials you ever saw. Every conceivable style of a couch in the lot—head couches, box couches and divans, oak and mahogany frames, and others fringed—leather, tapestry and velour. There's no question but that it is the greatest sale and the best values we have ever offered in couches. Some of the prices are as follows:

Box couch, covered with denim, deeply tufted, fitted with best self-opening device, \$18.95, regular price \$29.00.	\$7.95, regular \$10.50.	Couch, full tufted seat and head in velour, \$26.00, regular \$35.00.	Couch, covered in velour, tufted seat, \$10.00, regular \$13.50.
Box couch, covered with denim, self-opener, \$14.25, regular price \$19.50.	Divan, covered with denim, \$5.95, regular \$7.50.	Couch, covered in velour, \$21.00, regular \$30.00.	Couch, imitation leather, \$9.50, regular \$12.00.
Box couch, covered with figured denim, \$14.25, regular price \$19.50.	Tufted leather couch, made in the best possible manner, \$46.00, regular \$65.00.	Couch, covered in velour, \$14.50, regular \$20.00.	Couch, covered in tapestry, \$9.00, regular \$12.00.
Box couch, covered with figured denim, \$14.25, regular price \$19.50.	Couch, covered with silk velour, \$35.00, regular \$48.00.		

Sweeping Innovations In Piano Selling.

Business Economy and Highest Art Combined.

Sample Pianos at a Sacrifice.

When we opened our Piano Warehouses, we announced that our ambition was to make our Piano business of benefit to the people of Brooklyn, Manhattan and Vicinity. Our policy has been a vigorous one, as evidenced by our announcements and the response from both buyers and sellers.

The vigor of the seller—the manufacturer—has brought about a condition that will be turned to the advantage of the buyer.

From the time we announced our decision to establish a Piano business along the lines that dominate our entire establishment, we have been besieged by manufacturers of Pianos for a representation. Wherever the standing of the manufacturer justified we investigated. A large majority we turned down, but where we found a good piano at a given value we placed it on our floor for the purpose of closer comparison; in this way a number of sample pianos have accumulated, and we intend disposing of them at prices far below their actual value. These samples are from several reliable makers, the most prominent of which are the R. S. Howard Co., Heller & Co. and Ricca & Son of New York.

In all there are thirty-one of these samples in Mahogany, Walnut and Oak, some of them with plain panels, some with carved and others with art painted panels.

The Prices Range From \$150 to \$255; Regular Value From \$200 to \$375.

Specific list of prices would be given here were it not that such a list would injure the manufacturer. However, all these Pianos will have a red and a yellow card attached, on which the original and selling prices are marked, thus making it easy to distinguish them.

The vigor of buyers who had old instruments to exchange has made another opportunity for the buyer who will sacrifice sentiment to good judgment.

Briefly told, we have several square and upright Pianos that have been taken as part pay on new pianos. These have been REMADE, they are no longer second hand, but essentially new and fully warranted.

The makes represented are Chickering, Weber, Sumner, Haines Bros., Hallett & Davis and others. The prices are from \$100 to \$175.

All prices here are on a cash basis, but monthly payments will be accepted at an extra charge of interest at the rate of 4 per cent. per annum.

Pianos That Voice Their Worth.

When you come here for piano information you find conditions that do not exist in any other piano store in Brooklyn, or for that matter in Greater New York. A complete line of pianos from the lowest price at which a good piano can be bought, up to the highest priced and best in the world—the Knabe.

This store is for the use of the people and its lines of merchandise cannot be confined to a single price, the highest, but must be so graded as to meet all reasonable price demands.

To take three or four pianos bearing different names and various case designs, all from the same factory, with little difference in their quality, and ask our patrons to believe that this product was the sum of all good in piano manufacture, would be gross injustice and using our prestige to deceive. Therefore, in making up our line we cast aside all temptation for unreasonable gain and nailed our standard to the word QUALITY. Quality must be ours regardless of price, afterward the leverage of large purchases and cash brought the lowest price, and the result is the gathering on our floor of a collection of pianos that maintains the artistic traditions of the house of Loeser.

The highest artistic standard could not be possible without the Knabe, beyond question the very best piano of to-day as it has been for nearly three-quarters of a century.

THE BEHR BROS., another of the recognized high grade Pianos of our time; the STARR, still another high grade Piano; the SMITH & BARNES, a Piano of excellent quality; the HELLER & CO., one of the best medium priced Pianos in the market; the HOWARD, the SCHILLER, the RICHMOND, and several others of lesser note.

We ask: Where can be found a more commanding list of Piano names?

Our advent into the Piano field has combined sentiment with good judgment, for you are not asked to believe the impossible about Pianos that sentiment might influence you to buy. It has combined art with commerce because on our floors will be found the highest artistic standard with the lowest cash price in plain figures attached.

The success of our enterprise has set at naught Piano traditions and opened the way for Piano merchandising on a higher and broader plane than was ever dreamed of by the most enthusiastic and high minded Piano dealer.

Table Tennis Tops and Tables.

We have made special preparations to supply table tops and tables of the popular game of table tennis.

Ours are made of composite board securely braced with kiln dried wood, secured with screws to the board and are the lightest and strongest tops and tables made.

Prices of tops.	Prices of tables.
4x8, \$4.45.	4x8, \$6.50.
4x9, \$5.50.	4x9, \$8.00.
5x9, \$5.98.	5x9, \$9.50.

Block Go-Carts at Cut Prices.

AT \$10.00, REGULAR \$13.50 TO \$17.50—There are not many who don't know that the Block go-carts occupy a place by themselves—they are the best. Last week we had a special sale of them—all went; this week, fortunately, we have another lot at a cut price. There are ten styles; your choice at \$10.00 each, regular \$13.50 to \$17.50 kinds. Then we have some other makes at reduced prices—\$6.25 to \$15.65, were \$8.75 to \$20.98. Parosol and rod given with each cart on Monday.

Refrigerators 1-3 Off.

All our Jewett and Star refrigerators have been reduced just 1/3. You will find both the tiled and metal lined; never a better chance to fit any refrigerator want.

Door and Window Screens.

Extra well-made adjustable screens, 18 inches high, extend 22 to 32 inches, 19c.; 24 inches high, extend 22 to 34 inches, 25c. 20th century screens, 30 inches high, all widths up to 45 inches, 49c. Stained doors, all sizes, 68c. Hardwood doors, fancy, \$1.15.

For Thousands of Stockingless Feet.

Our August Sale Better Than Ever.

Stockings for Men, for Women, for Children.

This is really an annual event—we have always planned to meet the middle of the season wants of Brooklyn with a sale of hosiery at below zero prices. A sale that has always been appreciated, not only on account of the matchless economic advantages, but on account of the far-reaching usefulness of the merchandise and the timeliness of the happening.

The Prices This Year Are Below the Import Cost

which is all the more extraordinary because, as is a well-known fact, the demand for these goods is in excess of the supply. This very demand has very greatly increased prices; and yet you will find that our foresight and manipulations have gathered together a surpassing collection of stockings for the whole family at even larger price benefits than we could give you last year. The prices are their own best arguments, especially when you read them with the knowledge of quality, which your experience with Loeser has taught.

For Children.

AT 10c., USUAL 15c.—Children's black ribbed cotton stockings, spliced heels and toes with double lines; sizes, 6 to 9½; just the thing for country wear.

AT 12c., USUAL 19c.—Children's extra heavy black ribbed cotton stockings, spliced heels and toes with double lines; sizes, 6 to 10.

AT 15c., USUAL 25c.—Children's fine gauge black ribbed cotton stockings, spliced heels and toes with full fashioned feet and double knees; sizes, 6 to 9.

AT 12c., USUAL 25c.—Women's fine gauge imported black cotton stockings, spliced heels and toes with double soles; also black silk finished lace.

For Men.

AT 10c., USUAL 15c.—Men's medium weight colored cotton socks, spliced heels and toes, tan, slate, blue and stainless black, sizes 9½ to 11.

AT 12c., USUAL 25c.—Men's imported colored cotton socks, striped, embroidered, lace effect and stainless black.

AT 19c., USUAL 35c.—Women's fine gauge colored cotton stockings; striped, embroidered, two tone, and plain and split feet, stainless black.

AT 25c., USUAL 50c.—Women's colored Lisle thread and cotton stockings; striped, embroidered lace effects, and stainless black.

AT 3 FOR \$1.00, USUAL 50c. TO \$1.00—Women's colored Lisle thread stockings; striped, jacquard stripes and figured embroidered and stainless black.

AT 19c., USUAL 35c.—Men's colored cotton socks, striped, embroidered, tan and stainless black with double soles.

AT 25c., USUAL 50c.—Men's colored Lisle thread cotton socks, embroidered, striped plaid and blue and black lace lisle.

Underwear.

AT 10c., USUAL 15c.—Women's white ribbed cotton vests, low neck, short and no sleeves, handsomely finished with lace at neck and arm.

AT 10c., USUAL 19c.—Children's shaped white ribbed cotton vests, low and high neck with short sleeves, sizes 2 to 6.

AT 25c., USUAL 50c.—Women's fancy weave white ribbed Lisle thread vests, low neck, short sleeves, also some with handsome crocheted trimming at neck and arm.

AT 12c., USUAL 25c.—Men's imported colored cotton socks, striped, embroidered, lace effect and stainless black.

AT 19c., USUAL 35c.—Women's fine gauge colored cotton stockings; striped, embroidered, two tone, and plain and split feet, stainless black.

AT 25c., USUAL 50c.—Women's colored Lisle thread and cotton stockings; striped, embroidered lace effects, and stainless black.

AT 3 FOR \$1.00, USUAL 50c. TO \$1.00—Women's colored Lisle thread stockings; striped, jacquard stripes and figured embroidered and stainless black.

AT 19c., USUAL 35c.—Men's colored cotton socks, striped, embroidered, tan and stainless black with double soles.

AT 25c., USUAL 50c.—Men's colored Lisle thread cotton socks, embroidered, striped plaid and blue and black lace lisle.

AT 10c., USUAL 15c.—Women's white ribbed cotton vests, low neck, short and no sleeves, handsomely finished with lace at neck and arm.

AT 10c., USUAL 19c.—Children's shaped white ribbed cotton vests, low and high neck with short sleeves, sizes 2 to 6.

AT 25c., USUAL 50c.—Women's fancy weave white ribbed Lisle thread vests, low neck, short sleeves, also some with handsome crocheted trimming at neck and arm.

AT 12c., USUAL 25c.—Men's imported colored cotton socks, striped, embroidered, lace effect and stainless black.

AT 19c., USUAL 35c.—Women's fine gauge colored cotton stockings; striped, embroidered, two tone, and plain and split feet, stainless black.

AT 25c., USUAL 50c.—Women's colored Lisle thread and cotton stockings; striped, embroidered lace effects, and stainless black.

AT 3 FOR \$1.00, USUAL 50c. TO \$1.00—Women's colored Lisle thread stockings; striped, jacquard stripes and figured embroidered and stainless black.

AT 19c., USUAL 35c.—Men's colored cotton socks, striped, embroidered, tan and stainless black with double soles.

AT 25c., USUAL 50c.—Men's colored Lisle thread cotton socks, embroidered, striped plaid and blue and black lace lisle.

AT 10c., USUAL 15c.—Women's white ribbed cotton vests, low neck, short and no sleeves, handsomely finished with lace at neck and arm.

AT 10c., USUAL 19c.—Children's shaped white ribbed cotton vests, low and high neck with short sleeves, sizes 2 to 6.

AT 25c., USUAL 50c.—Women's fancy weave white ribbed Lisle thread vests, low neck, short sleeves, also some with handsome crocheted trimming at neck and arm.

AT 12c., USUAL 25c.—Men's imported colored cotton socks, striped, embroidered, lace effect and stainless black.

AT 19c., USUAL 35c.—Women's fine gauge colored cotton stockings; striped, embroidered, two tone, and plain and split feet, stainless black.

AT 25c., USUAL 50c.—Women's colored Lisle thread and cotton stockings; striped, embroidered lace effects, and stainless black.

AT 3 FOR \$1.00, USUAL 50c. TO \$1.00—Women's colored Lisle thread stockings; striped, jacquard stripes and figured embroidered and stainless black.

Summer Dresses and Shirt-Waist Suits.

Clearing Sale at Sweeping Price Reductions.

What woman can afford to overlook an offer like this? It is the regular clearing up of our Summer Dresses and Shirt-Waist Suits—nothing is carried over to another season, so that prices have been made to sell quickly—the styles are all the very newest and best—sizes, of course, are broken. Besides the prices mentioned below there are a number of shirt-waist suits at \$1.25 and upwards that are extraordinary bargains.

AT \$2.98, WERE \$5.00—White lawn shirt-waist suits; waists are neatly tucked, others with bias folds and tucked yoke, new stock collar, flare blouse skirt; goods are clean and fresh.

AT \$3.98, WERE UP TO \$9.98—Shirt-waist suits in mercerized chambrays and white lawns, made in the newest styles; some have Gibson waists others have insertions and embroidery.

Others with hemstitched trimmings. The skirts are all the correct shapes.

AT \$5.98, WERE UP TO \$15.00—Another group of high-class shirt-waist suits, including limes, mercerized chambrays. The waists are Gibson effects; some with bias folds, others with insertion. Skirts are all the newest shapes and trimmed to match waists.

AT \$12.75, WERE \$18.98—Dress of plain and fancy linen batiste, waist is made with tuckings, also sleeves; stock collar, pearl buttons and fancy ribbon belt; skirt, flare blouse, headed with tucks. The newest shades.

Act Quickly If You Want a Schiller Piano.

The last call on our Schiller Co-operative payment proposition is at hand. After completing contracts up-to-date we find twelve Schiller Pianos on our floor with eleven in transit from the factory. With these twenty-three disposed of our Schiller proposition will close.

This co-operative distribution of Schiller Pianos has proven one of the most popular sales plans ever applied to a strictly reliable piano. By this plan it is possible to save \$65.20 or \$72.65.

The plan is fully explained and illustrated in our booklet, "A Revelation in Piano Selling," which will be mailed free to any address.